

Abstract

A method for operating an Internet site providing encrypted contents is provided. The method using the site server as a medium in a computer network system in which the site server providing
5 encrypted contents and customer computers are connected through a communication network, includes the steps of (a) the site server determining whether or not a customer accessing the site is a registered subscriber; (b) automatically generating a customer-unique encryption key, establishing the site using environment information
10 from the customer computer, and logging-in through a main page in which the customer can select desired contents, when the customer accessing the site is a non-subscriber in the step (a) and the non-subscriber customer requests to register as a subscriber by providing his personal information to the site server; (c) logging in through the
15 main page in which the customer can select desired contents when, in the step (a), it is determined that the customer accessing the site is a subscriber, using customer information provided by the customer computer; and (d) providing the content selected using the customer computer to the customer computer, after encrypting the content with
20 the customer-unique encryption key. According to the method, if a customer who visits the Internet site for the first time registers as a subscriber by inputting personal information, environment information

in which encrypted content from the site server is provided and reproduced is automatically installed. Therefore, the customer can more conveniently use the Internet site providing encrypted contents.